



# Alberta CO OPERATIVE Leaders

EACH FOR ALL AND ALL FOR EACH



Alberta Co-operative Association

EDMONTON, ALBERTA

WE LEARN TO DO  
BY

*Doing*

It is one thing to dream about a better order of things, a day in which there shall be no oppression of one class of men by another, a day in which every child shall have the opportunity to become a fully developed man or woman with a place of dignity in society.

It is another thing to do something practical to bring that condition to pass.

The Co-operatives present a method by which the change is being made. Every day in the little transactions of business the co-operator is doing his bit to more evenly distribute wealth and put the ownership of the means by which wealth is distributed in the hands of the people who create it.

*Norman F. Fairley*

General Manager,  
U.F.A. Central Co-operative Association Limited





**HUGH W. ALLEN**

President

**Alberta Livestock Co-operative Limited**



# Service

Therefore when we build, let us think that we build forever.

Let it not be for the present—nor for the present use alone.

Let it be such work as our descendants will thank us for, and let us think as we lay stone on stone, that the time is to come when those stones will be held sacred, because our hands have touched them, and that men will say as they look upon the labor and wrought substance from them . . . "See what our fathers did for us."

—John Ruskin.



A LITTLE more than a century ago the birth of Co-operation occurred in Toad Lane. The labors of its birth were severe and for a long time it was not certain that co-operation would survive. It represented the results of common efforts by a few men who, in desperation, sought a constitutional means of smashing poverty and improving the circumstances of life for themselves and others.



Co-operation survived all attempts of its opponents to destroy it. It prospered with the years, and spread throughout the world as the logical economy of the common man. But throughout the century of its life Co-operation has never succeeded in becoming the official economy of any people on a national scale—with the exception perhaps of Denmark. Therefore it has existed through contrast.

Co-operation has proved itself different to any other type of economic reform in that it can work in harmony and order with controlling systems which do not use its principles.

this unique system, and their counterparts of today are carrying it through with the accumulated wisdom of the century of its existence. When co-operative leaders urge co-operative members to invest in Victory Bonds it is not merely a gesture of conformity and compliance for the return of being regarded in a favorable light. It is the co-operative conviction that its members cannot under any circumstance improve upon investment in the resources of their own country.

*J. M. Donald*

The Rochdale Pioneers discovered

Honorary Vice-President,  
Alberta Livestock Co-operative Limited.

# Alberta Livestock Co-operative Limited

EDMONTON and CALGARY

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"THE A.L.C. IS OWNED AND CONTROLLED BY PRODUCER  
CO-OPERATIVES IN ALBERTA"

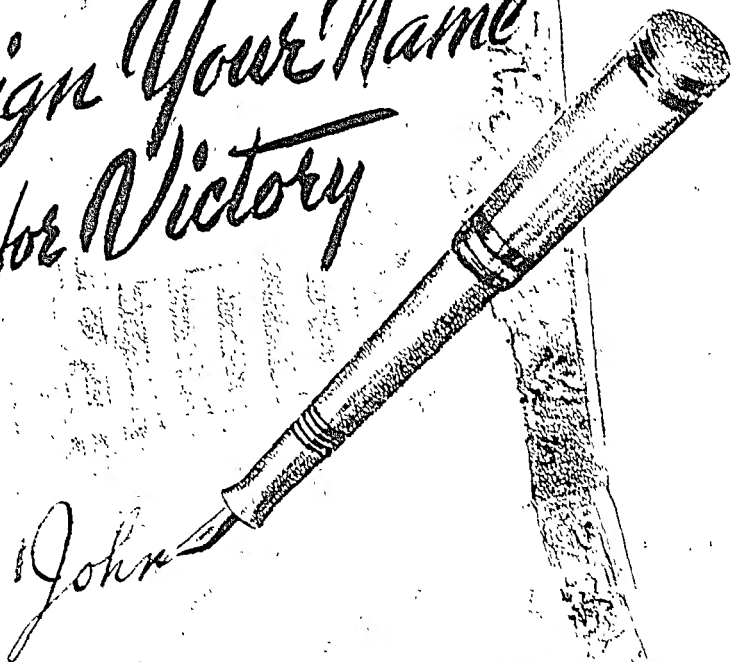


*Farmers—*

**Look To The Future**

and

*Sign Your Name  
for Victory*



THE WISE MAN PLANS  
FOR THE FUTURE

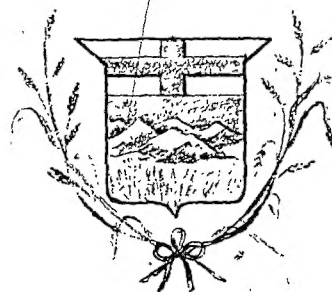
SUPPORT THE 9th VICTORY LOAN

**"RE-INVEST IN THE BEST"**



**J. C. BOWEN**

Lieutenant-Governor, Province of Alberta

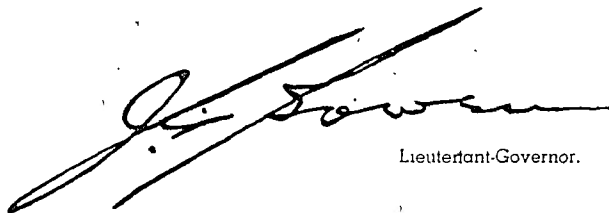


# Foreword

CANADA'S financial contribution to Victory in the field totalled more than \$18,000,000,000. A great part of this astronomical figure was subscribed by individual citizens through their purchase of bonds, war savings certificates and stamps.

The spirit which motivated Co-operative Leaders in Alberta to express a thought, unvarying in principle following declaration of Victory in the field, is chronicled in this booklet. During the war co-operators throughout Canada invested unstintingly in the financing of its prosecution. This confidence by Canadians has been vindicated. Victory in the field has been won.

Victory on the home front must be secured so that we may progress toward the objective of true liberty and true justice. The spirit which moved co-operators to invest during wartime is not less important now that Peace has been declared. The extent of success in Canada's peacetime readjustment will be measured largely by the response its citizens show to the call for \$1,500,000,000 in the Ninth Victory Loan.



Lieutenant-Governor.



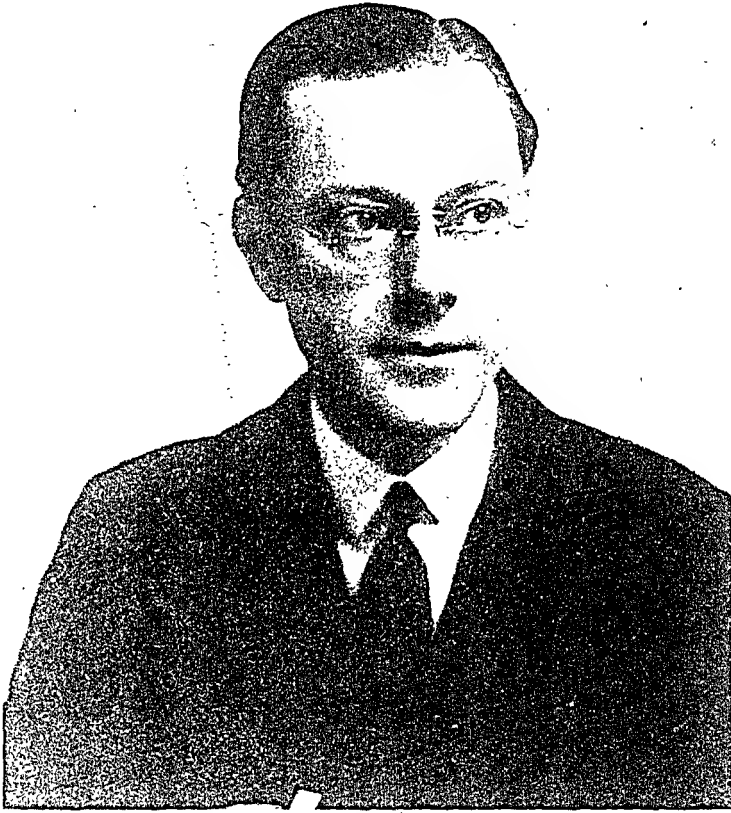


Photo by KARSH

A Message from G. F. TOWERS

## *Saving Now* IS SENSIBLE POST-WAR PLANNING"

CANADA will enter the post-war period with special advantages. We have escaped devastation. Our resources of equipment and skill have been multiplied. Our stabilization program has been successful.

We have paid off a substantial amount of foreign debt. We have paid cash for our wartime purchases from other countries. Our reserves of foreign exchange are sufficient to preserve our liberty of action. And,

we enjoy the goodwill and respect of other nations.

Wartime conditions have brought special benefits to Canadian agriculture. As to the future, there is a new determination to strive for a better standard of living for farmers and workers—for all Canadians. Right now, plans are being laid for high employment in the days to come, and for the encouragement of export trade. Maintenance of stability can greatly fortify these plans and thus help assure a good demand for our farm products at home and abroad. By investing in Victory Bonds, by saving instead of spending, farmers have helped Canada to maintain internal stability. Costs and prices have been kept under control. Continued support of the stabilization program is an investment in the future prosperity of agriculture.

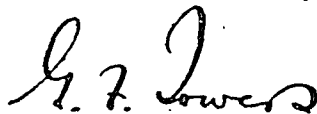
We have won Victory in Europe. Now, we must help win the war in the Pacific. We must bring home the armed forces. We must help war-torn countries to get back on their feet. These things involve large outlays of money. In short, Canada's borrowing needs are still at high levels. Then, the danger of inflation has not passed. Canadians still have more money to spend than there are new things to buy at current prices. As long as this combination of large money needs and scarcities of goods continues, farmers, factory workers, Canadians in all

walks of life, will be asked to keep their spending as low as possible and their saving as high as possible.

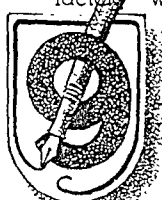
Farmers, like other Canadians, now have more savings than ever before. The growing reserves of Victory Bonds in the hands of Canadians mean greater personal independence, greater personal security, and happier living in the future. For Canadian agriculture, they will provide the capital for new equipment and buildings, more livestock, a higher level of efficiency, and a higher standard of farm living. Saving now, is a sound, sensible form of post-war planning for everybody.

Victory Bonds pay interest at double the bank rate on savings deposits. They can be easily sold at any time. And, they are the best security for a loan anyone can own. Canada has declared her intention of following monetary policies after the war, which assure a ready and stable market for Victory Bonds at all times.

Victory Bonds are the best and safest investment for savings. Canadians can help safeguard their own future, and Canada's future, by buying—and holding—more Victory Bonds.



Governor, Bank of Canada,  
General Chairman,  
National War Finance Committee





Dr. BARTON Says:

## *"Need for Wisdom IN USE OF SAVINGS"*

**D**URING these war years Canadian farmers as a whole have notably improved their financial position. Rising cash income of Canadian farms (\$711 millions in 1939, \$1,817 millions in 1944) coincided with shortages of materials which made difficult the purchase of new machinery and equipment and the repair, improvement and construction of farm buildings. As a result, much of the extra cash available has been used to liquidate old debts or has gone into the purchase of Victory Bonds ear-marked for definite post-war improvements or purchases when materials, labour and equipment again are available.

This debt reduction and the accum-

ulation of some hundreds of millions of dollars savings in government securities has placed the whole agricultural industry in a relatively sound position to face post-war problems; and the individual farmer owes it to himself to see that no portion of his share of these savings is dissipated through unwise spending or speculation when it should be held for the constructive requirements of his farm or family and to make whatever adjustments in his productive machinery may be needed to meet changing market conditions.

Generally speaking, the best place for a farmer to invest his savings is in his own business, where he can keep some control over them; while even here, and particularly in the purchase of machinery and equipment, considered judgment is necessary to avoid building up too great an overhead.

Free spending of any kind at any time is not safe procedure (even when one feels that a given purchase can be justified) unless ample resources are always available to meet unexpected obligations and unfavourable conditions. And in the years just ahead there will be particular need for wisdom in the use of savings that have been accumulated by hard work and frugality.

*H. Barton*

Deputy Minister  
Dominion Department of Agriculture





## "Farmers LOOK TO THE FUTURE"

THE WAR has ended. We are now in the post-war period. Canada has emerged from the strife of war as one of the fortunate nations. We have escaped the material devastation imposed upon the nations of Europe. Our natural resources have been vitalized and multiplied. Our people have gained new experiences and have acquired new skills. As a nation we have assumed greater responsibility and enjoy the goodwill and respect of all other nations.

Wartime conditions gave Canadian agriculture new life and new objectives. Its productive capacity has been tested and measured, and at no time in the history of Canadian agriculture has the purchasing power of Canadian farmers been so satisfactory. Prices have been favourable and markets unlimited, with the result that tax arrears have been paid, mortgages have been liquidated and sale agreements paid in full. New farms and new incomes have been built and old ones remodelled and repaired.

But we must look to the future—the future of those who are now on the farms and those who are planning to live on the farm. When looking into the future we must not forget the past, and unless we take special precautions—history may repeat itself. We shall again reap good crops and poor ones, experience years with keen, as well as indifferent demands for our farm commodities, as well as years of fluctuating values.

These variabilities are, in a measure, normal incidents in our agricultural life—in the life of every farmer, incidents with which we must live. To take care of the periods of misfortune and disappointment, we must lay aside reserves during the periods of opportunity and plenty. These are reserves of moisture and fertility in soil, reserves of feed and seed to meet the years of drought, and in addition to these material needs, the providing of financial reserves is most essential.

We must really plan for the future. Plan to preserve and conserve in order that stability and confidence in agriculture as a way of life may be established. The individual farmer becomes the principal custodian of the benefits of any successful plan. The benefits to be derived from planned agriculture will, in no small measure, be dependent upon the farmer's appreciation of its accomplishments, upon his sense of stewardship and his realiz-



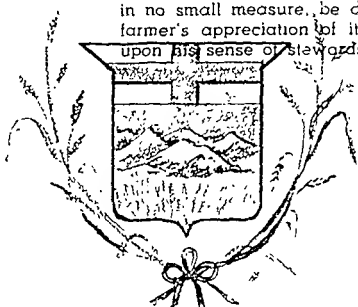
O. S. LONGMAN  
Deputy Minister of Agriculture

ation of the limitations and possibilities of Canadian and world agriculture.

Any tendency to dissipate the benefits of planning through careless or unnecessary expenditure and questionable investments should be resisted. Thousands of farmers have been able to lay aside financial reserves in the form of Victory Bonds, bank balances, or purchase of farm property. While many of these benefits have been accumulated out of the urgency of war, it should be emphasized that future commitments made under these conditions may have to be paid for by the sale of farm commodities in restricted markets and at a lower price than now prevail.

Much has been said about the improved standard of living for Canadian farmers. Those who have taken full advantage of present opportunities, have conserved their resources and who utilize their savings for farm and home improvement, who take the precaution of providing for the proverbial "rainy day" are not only contributing towards their own well-being and happiness, but are making an exemplary contribution to society as a whole.

*O. S. Longman*





Dr. ARCHIBALD says:

*"Prepare*  
FOR MORE EFFICIENT  
PRODUCTION AND  
LIVING"

**S**OILS have depreciated during our war period as also have buildings, fences and drains. Weeds have a greater foothold in Canada than ever before causing enormous loss in crop production due to the labour conditions of the war. Old orchards in many parts of Canada have ceased being useful and are a menace to the industry.

Without doubt every farmer in all parts of Canada is thinking definitely in terms of building up reserves of funds, seeds and feeds, and is also thinking of better and more adequate buildings, especially his home and that of the farm hand. He too is thinking in terms of more household conveniences, more beautiful surroundings of trees, shrubs, lawns and gardens, and above all, small fruit plantations, a few apple trees

and a first-class vegetable garden.

Realizing as every practical farmer does that we will face years in which there will not be the same revenue per farm as has been the case in recent years, every wise man is building his reserves to meet emergencies and to make those permanent improvements.

Shortage of materials and labour will continue probably for one or two years more, and in no other way can the farmer have greater security for the reserves for which he has definite plans than in Canadian Victory Bond issues.

*Dr. Archibald*  
Director, Experimental Farms Service,  
Dominion Department of Agriculture.



## THREE GOOD REASONS

**S**HORTLY we will all be asked to subscribe to the 9th Victory Loan. Funds from the other eight loans were needed to provide the sinews to carry on and win the war. This the 9th Loan, is just as necessary to provide the funds to win the peace and all that this undertaking entails. Winning the peace is a critical and difficult period, as it means a great deal of reconstruction and readjustment. This period will need careful planning and co-operation on the part of all of us so that we can, as soon as possible, get back to the normal peacetime way of life . . . and who are more vitally interested in this reconstruction period, and all that it means than the farmer . . . and for **three good reasons**.

The first, farmers have done, and are doing, a monumental job in producing the necessary foods of all kinds in large volume, and in the readjustment period profitable export markets must be found for between 30 to 40% of the products of the farm—if our farmers are to enjoy approximately the same level of income they have had during the past few years. All the nations of Europe, especially those that were occupied need large quantities of food to even keep them in reasonable health. These nations have not the dollars to purchase their requirements of food. Consequently, the problem resolves itself into the question of providing the necessary funds for these countries to purchase the surplus products of our farmers. The farming industry now has an opportunity of providing these funds by purchasing bonds, and by doing so, are themselves helping to provide a market for their own products. This is a point that should be given careful consideration.

The second reason. Inflation! Farmers are just as vitally concerned in preventing inflation during the readjustment period as members of any other industry. An opportunity offers itself to counteract inflation by putting away in **bonds** any surplus funds that are available over and above the actual requirements in the operation of the farm. By deferring the purchase of items that may not be absolutely necessary to carry on farm operations, farmers will be co-operating in a very material way



N. CURTIS

District Fieldman, Production Services  
Dominion Department of Agriculture

in preventing a re-occurrence of the disastrous inflation that was experienced after the last war. The question of inflation then, must be given very careful consideration.

And now, the third reason. Reserve Funds!

Like any other industry, farming must build up **reserve funds** to help finance many necessary expenditures when more normal conditions are established. Many farms will need new machinery to operate more efficiently. Probably many farm homes will need to be improved and modernized. Electrification will be available to make farm operations easier, and if the farming industry has the necessary reserves, these improvements can be made without going into debt, and this will mean security which is the goal of any industry.

The suggested "three good reasons" to support the 9th Victory Loan, presents opportunity for the farming industry—as a whole, to provide credits for an export market for their products, assist in preventing inflation, and a golden opportunity to build up reserves for future financing and security.

A stylized, handwritten signature in dark ink, appearing to read "N. Curtis".





✓  
**Mr. HANNAM says:**

## "CANADA'S FARMERS MUST *Look Ahead* AND PLAN . . ."

**T**HE FARMER who, is wise and realistic today will look ahead and plan very carefully. Not only must he plan individually for the program on his own farm, but also collectively with his fellow farmers on production, marketing and price programs. The need of the times makes this imperative. With production per man in agriculture higher than it has ever been; with some uncertainty regarding adequate markets in the near future when the unusual demands of war no longer prevail, only careful business-like planning can make economic stability and security for the farm family a reality.

And in these years when prices and returns are more satisfactory than they have been, when labor is scarce, when farm machinery is not restricted, when building materials are not readily available, a good

course to follow would be that of putting a substantial share of the year's earnings into sound securities such as Victory Bonds, as an integral part of wise planning. These reserves will not only provide a measure of insurance against difficulties in less favorable years, but at such time when supplies are available and costs will probably be lower, their purchasing power will be greater and the return from them correspondingly increased.

We believe this is good planning from the farmer's standpoint. At the same time, it is the very best of planning from the standpoint of the Nation.

President and Managing Director  
The Canadian Federation of Agriculture.



# Lew Hutchinson

## TAKES PART IN A.L.C. VICTORY PROGRAM

THE INFORMATION gained from many of the briefs submitted by the various co-operatives at the recent sittings of the Royal Commission on Taxation of Co-operatives was an eye-opener to a great many people. It gave them a totally new idea as to the extent to which co-operatives had developed, their sound business principles and the great number of people concerned in them.

However, when you compare the business done by co-operatives with the total business of the country it is still quite small. During the last session of the Ottawa sitting of the Commission, some of the opponents of co-operation spent about two hours trying to get one of the witnesses to envision what a dire calamity it would be if the co-operatives ever reached their supposed objectives of doing 100 per cent of the world's business. They might just as well have discussed what was going to happen when the millenium arrived, for when all humanity decides to all go the same direction at the same time we won't be far from that predicted Utopia. It could only come about when practically all the people desired it and, if they did, surely all the people can't be wrong.

Co-operation does not work along the lines of violent revolution but reaches its objective by gradual, peaceful penetration, consolidating its position as it goes along and while it is well to have an ultimate objective towards which to continually strive, we will be more likely to attain it if we confine most of our efforts to doing the little jobs we now



LEW HUTCHINSON

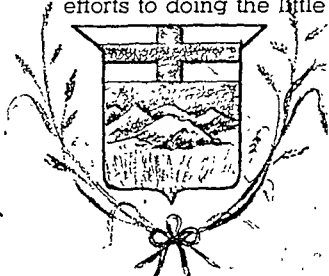
President.

Alberta Federation of Agriculture

have thoroughly and well, establishing our existing organizations whether large or small on a sure and sound foundation with the members keeping complete control, before reaching out to try to do something big and spectacular. Let us keep our own little lamps burning brightly and well supplied with oil rather than reaching for the moon.

We must have co-operative education. But what is co-operative education? A certain amount of preaching the philosophy of the movement is necessary, of course, but more importance should be attached to making our existing organizations absolutely successful and letting the people know of their success. Christianity would probably have made much greater progress in the world had it depended less on preaching and more on practice.

The greatest farm leader western Canada has ever had, the late Dr. H. W. Wood, used often to tell us, "The best kind of co-operative education is to co-operate."



CJCA

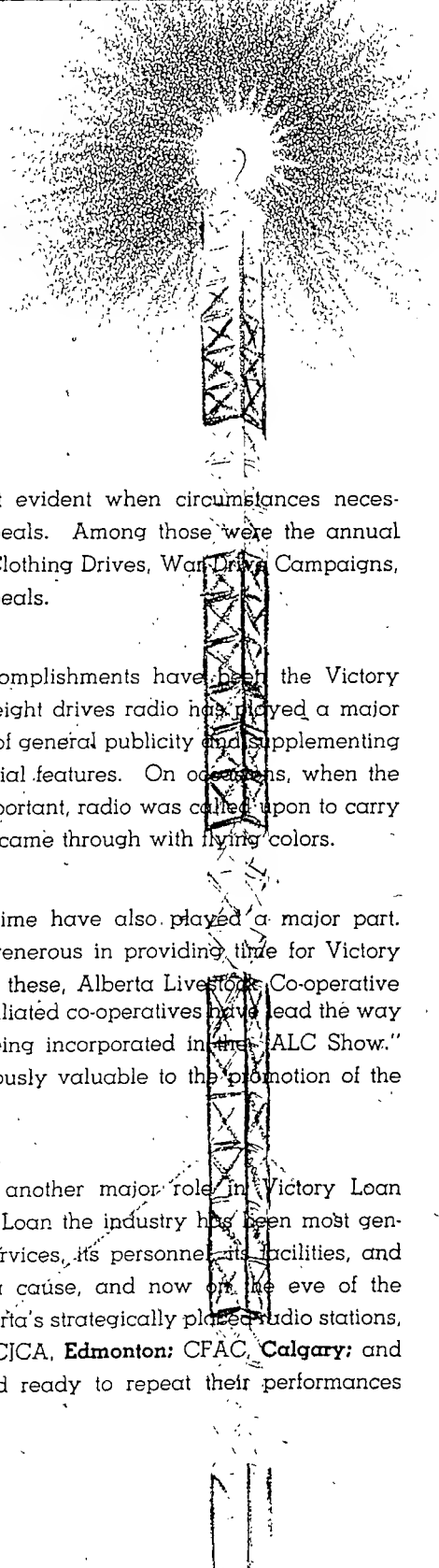
CFAC

CJOC

CFGP

# Radio Effort

DURING the war years radio entrenched itself as the most potent medium for publicizing various emergency campaigns.



Its force was most evident when circumstances necessitated spontaneous appeals. Among those were the annual Red Cross Campaigns, Clothing Drives, War Drive Campaigns, and other local war appeals.

Radio's major accomplishments have been the Victory Loan Campaigns. For eight drives radio has played a major role—carrying its share of general publicity and supplementing this with numerous special features. On occasions, when the time element was all-important, radio was called upon to carry the full load. It always came through with flying colors.

Sponsors of radio time have also played a major part. They have been most generous in providing time for Victory Loan publicity. Among these, Alberta Livestock Co-operative Limited, and its radio-affiliated co-operatives have lead the way with special features being incorporated in the "ALC Show." All have been tremendously valuable to the promotion of the Victory Loan.

Radio has played another major role in Victory Loan campaigns. Loan after Loan the industry has been most generous in donating its services, its personnel, its facilities, and its scheduled time to a cause, and now on the eve of the Ninth Victory Loan, Alberta's strategically placed radio stations, CFGP, **Grande Prairie**; CICA, **Edmonton**; CFAC, **Calgary**; and CJOC, **Lethbridge**, stand ready to repeat their performances of the past campaigns.

# Victory in Europe

May 8th. 1945

## "THIS DAY"

**THIS DAY**, after more than five years of bloody and bitter struggle an enemy has capitulated on terms of Unconditional SURRENDER to The Allies.

**THIS DAY**, the righteous armies of crusade accepted the suit for peace from battered and beaten fragments of the enemy's mighty military forces.

**THIS DAY**, it is a vanquished enemy army, within whose nation the calls of warring hatred and ungoverned ambition become, in one generation, the spawn of history's TWO MOST SAVAGE AND DESTRUCTIVE WARS.

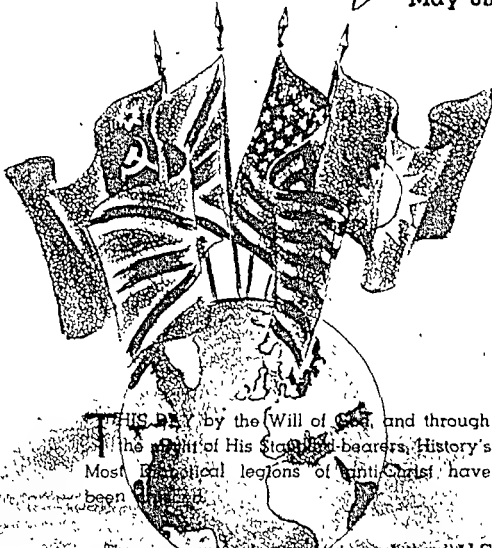
**THIS DAY**, many of the most freedom-loving nations, whose blood was shed in resisting the threat of permanent enslavement, have merged from that dark threat into the sunlight of freedom.

**THIS DAY**, marks an historical milestone in the approaching end of man's interrupted dedication to the natural and salutary pursuits of life; pursuits which are the inalienable legacies left by the Creator for the prosperity and moral enrichment of His Son's likenesses who habitate this earth.

**THIS DAY**, let us, as individuals, co-operators, groups, nations, and races, with diligence and intelligence seek, find, and nurture the just and continuation of efforts begun in 1918—the effort to DESTROY forever the seed of wanton human slaughter, and with the guidance of God, to establish in reality the ideal of—UNCONDITIONAL PEACE ON EARTH.

**THIS DAY**, let us reflect and record in permanent memory that it was this ideal, in committing themselves to God in their hour of Death, sustained the Faith of our Heroes in The First Great War.

**THIS DAY**, let us rejoice, but with a rejoicing tempered with Christian determination that the ideal which sustained our heroes of 1914-1918 shall not pass into cynical obliivion; for it is the same ideal which with redoubled fervor, inspired the sons of veterans to valorous duty in The Second Great War . . . a war of human carnage unparalleled in history.



**THIS DAY**, by the Will of God, and through the spirit of His slain and bearers, History's Most Eccentric legions of Anti-Christ have been defeated.

This is a special presentation of the "ALC SHOW" on behalf of the Co-operative Movement in Alberta.

We are grateful to Canada's sons and daughters, and to the sons and daughters of EVERY ALLIED NATION for Today's result in bringing the European War to such an overwhelming and victorious conclusion.

We are proud of Canada's epic contribution is pinning down and shackling the mad giant of destruction. Though emotionally opposed, jubilation and grief are inevitably partners in the wake of an armistice . . . the **one** in anticipation of the returning loved ones; the **OTHER**, in the sad knowledge that there will be no return.

But with each, Victory means more than MILITARY SUCCESS. Human sacrifices are beyond mortal praise and record. Death through fidelity to a JUST CAUSE transcends all rewards. Valient and courageous deeds can only be adequately chronicled in The Eternal.

Our Duty in the Future is clear . . . Two World Wars have made it so.

# Thanksgiving Broadcast

May 9th, 1945

WITH bowed heads . . . and a prayer in our hearts, let us pause and meditate for those who did not return from the last war . . . for those who will not return from this war . . . for the speedy return of those who fought for lasting peace . . . and goodwill towards men. In solemn reverence—this is a special presentation on behalf of the—Co-operative Movement of Alberta.

Out of the darkness, one by one, the lights of the world are coming on again . . . shining through the darkness of the night with a warm glow of comfort and cheer. Out of the gloom of war, lights are appearing as bright symbols of new hope . . . a hope born in the assurance of victory. The memory of those who laid down their lives in the Great War serves only to deepen the remembrance of those of this generation who have given their lives in World War Two . . . May Light Perpetual ever shine on them.

## THANKSGIVING PRAYER

"Oh God, we praise Thee for the dream of the Golden City of Peace and Righteousness which has ever haunted the Prophets of humanity. Speed now the Day when the plains and the hills and the wealth thereof shall be Thy people's own, and Thy freeman shall live on Earth which Thou hast given to all, when no babe shall be born without its equal birthright in the riches and knowledge wrought out by the labour of

the ages; and when the mighty engines of Industry shall throb with a gladder music because the men who ply them shall be their owners and masters.

"Oh God, Thou has called Thy people to Freedom, but we are still withholding from men their share of the common heritage without which—freedom becomes a hollow name. The Christ has kindled in us a passion for brotherhood, but the social life we have built denies and slays brotherhood.

"We pray Thee to revive in us the hardy spirit of our forefathers, that we may establish and complete their work, building on the basis of their democracy the firm edifice of a Co-operative Movement, in which both Government and Industry shall be—of the people, by the people, and for the people.

"May we who now live, see the dawning of the Great Day of God, when all men shall stand side by side in equal worth and REAL FREEDOM, all sowing and all reaping, masters of nature, but brothers of men, exultant in the tide of the common life and jubilant in the adoration of Thee, the source of their blessing . . . and the Father of all."



# Co-operative Leader Series



HUGH W. ALLEN  
President  
Alberta Livestock Co-operative Limited

"... we have, up till the present time, avoided the dangers of inflation, and provided the sinews of war, along these lines of financing which all are agreed are a necessity. Let us have no break-down of our economic structure at this time—when Victory has been accomplished, and we are struggling on the foundations of a new and better world . . ."



## HUGH ALLEN PRESENTS V-E DAY MESSAGE ON A. L. C. RADIO PROGRAM

OVER five years of war stress and strain reached its climax on the eighth day of May, 1945, although the official announcement of the end of hostilities in Europe had been expected for some time. When it finally came, a Universal Prayer of Thanksgiving went up from every one of the Allied Nations . . . and must even have come from Germany herself. Over five years of despair and suffering and destruction such as the world had never before imagined, has at last come to an end insofar as the struggles of the opposing armies are concerned. The realization of the difficulties that now face the world in attempting to erase the damage done, and ease the suffering of the people of the war-torn countries, is the **FIRST THING THAT FACES US**. Next in importance, is the readjustment in the lives of the people, and in the economics of those nations who may have been fortunate enough . . . not to have suffered the direct ravages of war—but who have been exerting themselves to the last ounce of their strength in providing men and munitions and supplies. And all this gigantic effort must be started during the time that another unfinished war is still on our hands—which will yet cost many lives—and cause many hardships—and much suffering to the nations which must prosecute it. All these things have been a sobering influence in the HOUR OF VICTORY, and should cause our governments to approach the Peace Conference in a spirit of careful tolerance of their Allies' aims and viewpoints . . . and should strengthen their determination to set up a structure which will forever banish the possibility of another holocaust—such as the one through which the world is passing. In each country, the people should now be asking themselves, "How best may they play their part in bringing relief of those nations more or less cripples and helpless . . . and in working out a way of living in their own particular country . . . and in the world at large—which will do justice first, to the returning men of the armed forces, and then provide tolerable living conditions to the general population. In this effort we believe the Co-

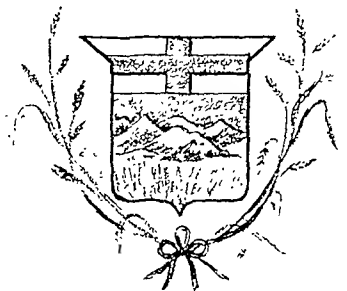
operative Movement has in its very nature a supremely important part to play. It has, from its inception, advocated the principles of tolerance and fellowship that are essential in overcoming the scars and ravages of war, and bringing into being the Brave World that we all hope for. Our association is an organized body of producers, and our task for the immediate future is clear before us. Our products in almost unlimited quantities will be desperately needed in the next few years. It is the duty of our members to produce in sufficient volume to meet that desperate need . . . and it is the duty of our organizations, and their officials, to see that the conditions under which this production is carried on and marketed are fair to the producers, and also to those who will have need of them. This broadcast is the first of a series that will endeavor to acquaint the people of Alberta with the fact that the various Co-operative organizations of the Province are alive to their responsibilities, and are endeavouring to the best of their ability to carry out the ideas which have just been outlined. The various organizations—through whose co-operation make it possible to bring you these daily broadcasts over Radio Station CICA—Edmonton, CFAC—Calgary, CJOC—Lethbridge, and now from the "VOICE OF THE MIGHTY PEACE," CFGP—Grande Prairie. These organizations fundamentally are all motivated by the one ideal—that of Co-operation. Each in its different sphere are gradually working out among themselves a basis of mutual support and assistance—one towards the other. This is the inherent principle upon which Co-operation is founded . . . and each day, pass on to you, members, listeners and friends, a message from the Co-operative Movement. To members, directors, sponsoring co-operative organizations and to every employee of Co-operatives . . . we say . . . Thank you, and let us carry on. Your support and co-operation is needed NOW—as never before.

*Hugh W. Allen*



**F. J. FITZPATRICK,**  
Supervisor Co-operative Activities  
Department of Trade and Industry  
Provincial Government.

"... it is good business to invest in Victory Bonds, but there are greater things in this world than good business. We have some commitments which we must keep. The word of Canada should be as good as her bond, and the people of Canada have made very definite commitments ..."



# F. J. Fitzpatrick

## TAKES PART IN A. L. C. VICTORY PROGRAM

THE FREE peoples of the world have freely and rightfully given thanks to God for our great Victory over the most ruthless foe any people have ever had to face.

At this time we bow our heads in reverence and respect to those who will not return to us, and for the hundreds of thousands of the common people of Europe who have suffered so much and those who have died at the hands of the barbaric Hun. It is difficult for us who have only known the freedom of this continent to realize that people could be treated by other people, the way many have been treated in Europe. While we give thanks and rejoice over our Victory in Europe, we must remember that we have still to defeat just as barbaric and ruthless a foe in Asia. We are also faced with the problem of putting this old world back on an even keel or probably putting it on an even keel for the first time.

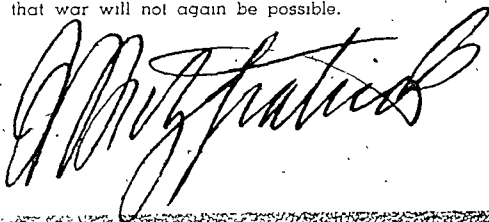
Our fighting forces have won the victory for us on land and sea and in the air, while we at home have done a pretty fair job in producing the foodstuffs and munitions of war, and the money to carry on the conflict. A nation of twelve million people have done a pretty good job by co-operating with the peoples of many other lands. If we were able to co-operate to win the victory, does anyone believe that we are not capable of co-operating to make this world a fit and proper place for our fighting sons and daughters and ourselves to live in.

Many plans may be devised by governments and commissions, but the only plan which will work and get results will be the plan of the common people co-operating with each other for the good of the whole. We must forget the old wornout plan of selfishness where everyone was bent on getting for himself as much as possible of this world's goods regardless of who might go without. We must get together and work for the good of all and not for the advancement of the in-

terests of the few at the expense of the many.

During nearly six years of war, we have proven that this country can produce far more goods than many times our population can consume, so surely we can and will devise a plan whereby we can keep up that production for the purpose of giving abundance to all. We can adequately supply all our own people and still have a large surplus of goods to provide a decent standard of living for many of the less fortunate peoples in other parts of the world.

The operation of the war was the greatest demonstration in co-operation ever seen in this world; land, sea, and air forces co-operating with the same type of forces from other lands to annihilate the enemy. Governments of many countries co-operating together against a common foe, and forgetting all differences of race and language and religion. All this was possible, and all of it was done, and done to the end that we might have peace in our time. If we could do all these things for war, let's now forget that we have differences and co-operate for the purpose of making this a better world to live in. If we do not profit by our experiences in this war, then our fighting men and women have laid down their lives in vain. The suffering of those who fought and those who mourned must be turned to good account, or we will have the whole job to do over again in the next generation. I feel sure that governments and business and producers and workers know that they must co-operate in the peace as they did during the fight, and that with all pulling together, we can and will make sure that this country at least will be so operated in the future that war will not again be possible.





**DONALD CAMERON,**  
Director of Extension, University of Alberta

## Donald Cameron

### PARTICIPATES IN A. L. C. V-E PROGRAM

I am happy to join with the leaders of co-operatives in Alberta, in this series of special broadcasts, commemorating the end of the war in Europe. In this time of universal thanksgiving, it is fitting that those who believe in the co-operative philosophy of life, and in the application of co-operative principles to business, should make a special effort to mark the occasion.

Canadians, in common with the peoples of the United Nations, have just survived the greatest threat that was ever made to all that we hold dear. We have survived, because our citizens have been willing to join together, with other freedom-loving peoples in the world's greatest and most spectacular co-operative effort. The war in Europe has been won because the common people of the United Nations have joined together, and pooled their energies and strength for a great common purpose.

Never before in history, have so many nations co-operated in a given enterprise. Because of that co-operation, which has been carried out at every level of life, we are

now celebrating the greatest victory of all time, over the forces of evil and barbarism.

We should remember that, as we face the difficult task of winning a lasting peace.

It is my conviction, that if the philosophy and the principles and practices of co-operation, are developed on a universal scale, they can play a major role in bringing into being that better world which people everywhere desire.

The Co-operative way of life, is one that puts the maximum premium on human dignity and offers the greatest scope for individual and democratic initiative without infringing on the rights of others. It is essentially a philosophy of life by which the common man, the world over, can help himself while helping others. It is the duty and privilege of every individual co-operative member to feel that he has a responsibility for, and can play a part in, building a better society through participation in his own community co-operative. By doing so he is joining with other men of goodwill in helping to make the four freedoms a living reality.

*Donald Cameron*

*Help Finish the Job*

*Come On, Canada*

*Nothing Matters Now But Victory*

*Back the Attack*

*Speed the Victory*

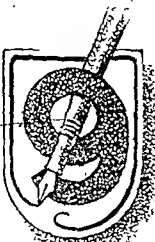
*Put Victory First*

*Invest in Victory*

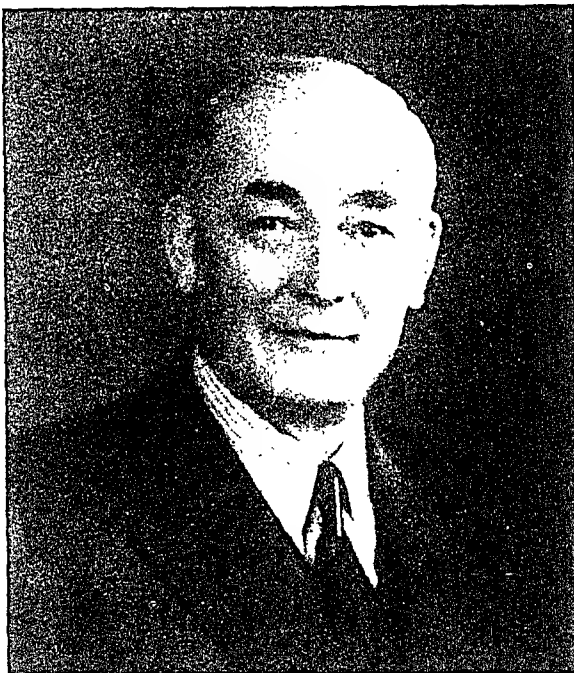
*Invest in the Best*

AND NOW

*Sign Your Name for  
Victory*







**C. E. CHRISTENSEN**  
General Manager of Alberta Poultry Producers  
Limited

## *Let us Give Thanks*

**C. E. Christensen Speaks on  
A.L.C. Victory Program**

**T**ODAY, our hearts rejoice with thankfulness that the dark night of dread, hate and horror in Europe is over. The Chains Bound by Dictators on Their People are SMASHED. The thunder of battle has died down

and the principals who lead Europe into this welter of madness lie in nameless graves.

The experience of two world wars, and the time between have forced

the conviction that it is our duty to establish a lasting peace, and that this can only come if the nations walk in righteousness and with unselfish consideration for their neighbors. To this end, each one of us must individually be willing to give thought to others, and we will advance with that confidence which we can only derive from application of true Co-operative Principles.

We have not been asked to make the supreme sacrifice, but we shall be willing to make the much smaller but continuous sacrifices from day to day in order that we may create the kind of society for which men have died. By local and by national application of the true co-operative principles will emerge a worthwhile urge to build a new and brighter world which within a framework of Christianity must evolve a pattern of a nobler way of living. This would be a true memorial to those who will not come back.

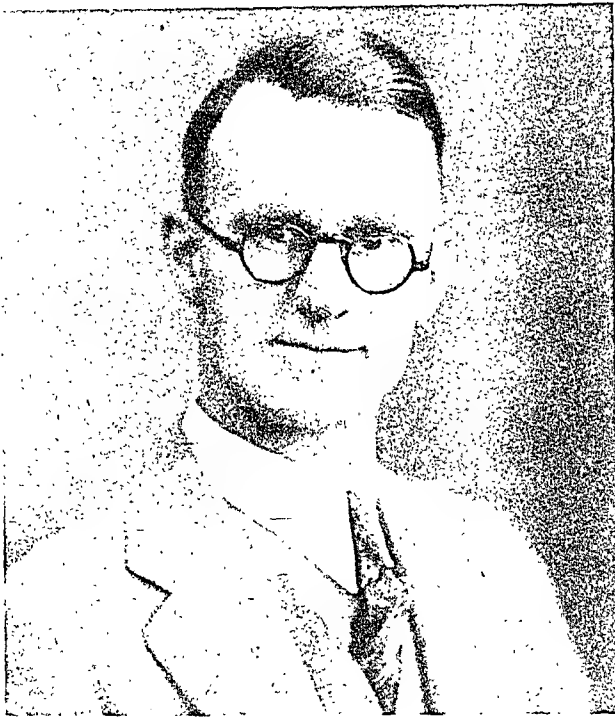
Now that we finally realize the fulfillment of our hopes and desires for peace and order, let us give thanks to the Almighty, who made this possible, and that human rights and dignity may again be respected and that justice and fair play may again prevail. Let us salute the principals who have guided nations and efforts in this great struggle, the men to whom civilization owes an indefinable debt of gratitude for courage, steadfastness as well as foresight. We salute the great men . . . Prime Minister Churchill, the late President

Roosevelt and Marshal Stalin.

Let us give thanks to those men who endured hardship and had to witness the horrors of war and its brutal effect, and let us never forget those who have cause to live with a personal memory of war and, finally, let us dedicate our future efforts towards building up a human society based on economic security for all and a personal and individual concern to the end of assuring a measure of happiness for each individual in our society. In short, let us strive to establish the kind of society based on such economic foundation as will assure happiness to the largest number, a society which can be an appropriate and fitting memorial to those who will not return, but who gave their lives for a cause — the attainment of which they did not live to see. May they receive the rewards which their sacrifices deserve. They are, in truth, the ones to whom society is indebted.

“ . . . to help finance this critical reconversion period and to aid the fight against INFLATION, our Government is making its ninth appeal. They are asking us to get together again and subscribe to the greatest Loan yet attempted by this young Nation . . . ”





R. STANLEY  
General Manager, N.A.D.P.

*R. Stanley*

## SPEAKS ON A. L. C. RADIO PROGRAM

on Behalf of Northern Alberta Dairy Pool

IN THIS post-war period the producers of this province can contribute most to their security through co-operative action.

individual producer working alone but much can be accomplished when many farmers pool their efforts along co-operative lines.

Little can be made effective by the

Many producers in Alberta, by

joining co-operative organizations have already done much to improve their lot and have increased their net returns.

The steady and rapid progress of the Dairy Pools is a factor about which the co-operative minded farmers of Alberta can be justly proud. The Dairy Pools, covering as they do, practically all sections of the province provide co-operative facilities for the marketing of products of thousands of Alberta cream and milk producers. These organizations which are owned and controlled entirely by the producers patronizing them are today playing a leading part in the important dairy industry of this province.

It is becoming more and more apparent to the producers that the co-operative way is the most ethical and sensible method of marketing their products. The co-operative movement in its various phases is making rapid progress in our province and the Dairy Pools are keeping step with this progress. An ever-increasing number of producers are co-operating with their fellow producers for their mutual benefit.

While much progress has been made, there are still great opportunities for sound co-operative expansion. The co-operative organizations have proven that they are an efficient form of business. In addition, a co-operative is as much a part of the life, the home and the family as it is a place to carry on business.

In supporting a co-operative one receives much more than a gain in dollars and cents.

I would like to say just a word to the cream producers of Northern Alberta. With the war in Europe over and every indication that the war in the Pacific is fast coming to a close, we will, without a doubt, have a tremendous demand for all dairy products, but unfortunately at the present time indications are pointing to a lower production of cream. We all know that producers have been short of help on the farm and have been working long hours to keep up their farm production, but with prospects in the near future of more help being available, would it not be wise to strive to keep up production and even increase it, if at all possible. The time to plan for increased production of any commodity is when the trend of production is downward.

**"...Canadians can help safeguard their own future, and Canada's future, by buying more Victory Bonds..."**





**J. R. LOVE**  
President  
Interprovincial Co-operatives Limited

## WHAT DOES THE POST-WAR WORLD HOLD?

**I**N A very short time, hundreds of thousands of Canadians will be returning to civilian life. What will the post-war world have in store for them? Will it mean jobs, homes, security, and a good living? The co-operative movement maintains that the promise of a new world is within our reach if we are prepared to build for it.

Our ingenuity and capacity to produce in abundance has been demonstrated. Our problem in the post-war world will be one of distribution. The rugged individualism of pre-war days with its wasteful economic strife and its ruthless competition, and its fear of insecurity and unemployment must give way to a new order of mutual understanding and co-operation designed to substitute peace for violence,

construction for destruction, and abundance for scarcity.

The co-operative movement with millions of members scattered throughout 39 countries of the world has one clear cut common objective—that is to secure a higher standard of living for the masses of the people, through a more equitable distribution of the national income. Towards this end the consumer co-operative movement has for over a hundred years been making its contribution by allocating to co-operative consumers the overcharges that under private enterprise are considered profits to be allocated as dividends on invested capital owned by the few. We believe, that through the co-operative movement, not only can the purchasing power of the people be increased, but through the mechanics of the co-operative movement, the common people can recapture the ownership and control of their own destiny.

Now that the war in Europe is over, we are entering the age of abundance. We must make the fruits of abundance available to the masses of the people. Poverty and scarcity must go, because they cause people to consume little and produce less. There is no longer any excuse for poverty and scarcity. It has been demonstrated over a long period of time and in many countries that the co-operative movement is designed to reduce prices to consumers to raise returns to producers and to distribute purchasing power widely among the masses of the people. It has helped and aided people to secure ownership of their homes and their farms.

If you believe in the co-operative movement it is your duty to give your wholehearted support and patronage to the local co-operatives that serve your community.

The time for idle talk and wishful dreaming is over. The time for action and demonstration is now. To the extent that we support our co-operative movement, just to that extent can we, as co-operators, do our part in building a world of peace and security for the common people.

**"... Every Canadian is asked to  
sign his name for Victory by invest-  
ing all he can in Canada's Ninth  
Victory Loan ..."**

THE NINTH Victory Loan is well under way.

Most of the canvassers will have covered their allotted territory. If you have been approached by a salesman, I trust that you have really bought all the Bonds you could. There is still time to re-consider and I am certain you will not have any difficulty in finding a canvasser with the familiar kit of forms.

Some have said, "Oh, the war's over, now, we don't have to buy Bonds any more." The man who makes this statement or believes in it, hasn't given it much thought.

Yes, the actual fighting is over, but that doesn't say that the job is finished. There are thousands of boys not home yet and some of them will remain in the armies of occupation for some time. The repatriation assistance and educational opportunities offered to all servicemen, will cost enormous sums of money. Hospitalization and pensions to disabled veterans will run into many millions of dollars.

It is impossible for the Dominion Government to raise enough money by taxation to meet all these post-war requirements, in addition to the ordinary needs of Government. If we just stop to think a little, it is our duty and responsibility as Canadian citizens to support this loan. If you want to look at it another way, it is to our own interest as farmers to support this loan generously.

Normally our Agricultural Production is far in excess of our own needs and we must have markets for our surpluses. Many countries today are sadly depleted and need great quantities of the very things we produce in abundance. These countries are not in a position to pay for these goods and Canada intends to set up export credits, to many of them. This will take many millions of dollars. As farmers we are vitally interested in this and we should invest every dollar we can spare, in the 9th Loan.

In the last eight loans, the farmers of Alberta have subscribed a total of 55 million dollars. This is a fine reserve and will be of great



HOWARD P. WRIGHT  
President  
Alberta Seed Growers' Association

benefit to many families. Bonds earn interest, but in addition to this, they furnish the finest kind of security for any temporary loan. There are many farmers who borrow something during the production year for expenses or the purchase of livestock feed and so on. Interest will be charged from 5 to 7%.

If you have a bond to leave with the Bank or Treasury Branch as security for this loan, your interest rate will be  $3\frac{1}{2}\%$ . Just think of it,  $3\frac{1}{2}\%$ . Don't forget that your Bond is earning 3% all the time it is pledged. Your loan is just costing you  $\frac{1}{2}$  of 1%.

Talk this over with your Banker or Treasury Branch Manager the next time you see him. It may not be good business for Bankers, but it is good business for a farmer.

Just another point before I close. Many people say we can raise money for war, why can't we do it for Peace. Now is our opportunity to show that we can raise money for Peace. Eight loans, all oversubscribed for war. Let's oversubscribe the 9th for peace by the biggest margin of all.





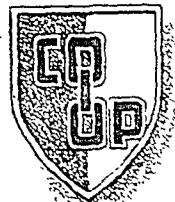
DAVID SMEATON  
Manager  
Alberta Co-operative Wholesale Association  
Limited

*Dave Smeaton*

## SPEAKS ON A.L.C. VICTORY PROGRAM

THE WORLD has celebrated the European war with feelings of gratitude and thankfulness, and while the Nation's Prayer is for a permanent Peace, and realizing that

the TRUE MEANING OF PRAYER IS A CONTINUAL DESIRE TO DO GOOD. We all must become realists —realists to demonstrate the principle of good—which is to love your





neighbour as yourself, as we can only secure happiness in the degree to which we are unselfish.

To those of us engaged in Co-operative work, and who realize its purpose which is the recognition of equality and the right of such to all people, the time is now when we should exert our energies further. Never in the history of the Co-operative Movement, has it been made so clear that all individual benefits can only come through a common social effort. We have, and can expand, the machinery which will give to the people the services which should have been their birthright.

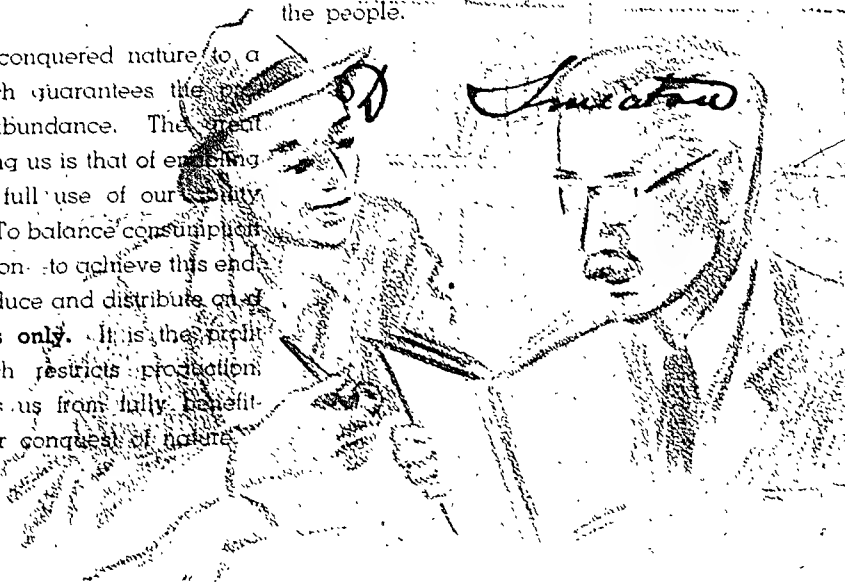
Two essentials for our progress are: the conquest of nature, and co-operation between men.

We have conquered nature to a degree, which guarantees the production of abundance. The great problem facing us is that of enabling us to make full use of our ability to produce. To balance consumption with production to achieve this end, we must produce and distribute on a **service basis only**. It is the profit motive, which restricts production, and prevents us from fully benefiting from our conquest of nature.

Co-operation providing service at cost, is the solution to this basic problem that faces us in bringing to reality the age-old dream of Liberty, Abundance and Economic Security.

Men must co-operate to produce and to distribute the means whereby they live, the basis of all liberty and security, is **ECONOMIC SECURITY**. Co-operation is the only way to this goal it gives opportunity to all to follow and to practice in their daily lives the principles all agree are the principles by which their lives should be governed.

To bring this about now, within this Province, and the other provinces in Canada, the Co-operative Producers and Consumers must get together now, and set up the machinery, to make this a reality for the people.





GEORGE E. CHURCH  
President  
United Farmers of Alberta



JAMES JACKSON  
President  
Alberta Farmers' Union

## *Farm Leaders* PARTICIPATE IN THE A. L. C. VICTORY PROGRAM

**G**RADUALLY we are being made aware that the leaders of our united nations are shaping up national and international policies, designed not only to repair the ravages of war physical and spiritual in that unhappy continent but to bring about a peace that will mean security and happiness to millions of people the world over.

It is because we in the ranks of the organized farm movement believe that we have been working along lines that make for healthy conditions in Canada that we speak at this time. We believe that voluntary association for mutual education and to present to our fellow citizens the claims of agriculture is good for Canada as a whole and especially for the farm people who have formed these associations.

Speaking as president of the United Farmers of Alberta, the farmers' educational association which has the longest unbroken history among such organizations in Canada, I would

like to impress upon all who listen to my voice today, the need for co-operation. One of the principal lines of effort in the U.F.A. for the past thirty-seven years has been the building of co-operative enterprises. The great majority of these have been wonderfully successful. Today, the farm people of this province have control over powerful co-operative business organizations which they have built with their own time, energy and money. These marketing and buying co-ops are ready to serve us in this post-war reconstruction period which when Japan, like Germany and Italy, has been defeated, will present us with great problems.

We have laid strong foundations and we have much to show in property, equipment, working capital and trained staff ready for use. With a continuance of the loyalty and support which we have had in the past and the addition of many new converts to the ranks of the organized farmer and the membership of the co-operatives, we shall go far in

the next ten years. We are building the new world of which man dreams and for which untold numbers have fought, suffered and died.

Co-operation is our battle cry in the struggle to create a world of peace and goodwill.

**"... I feel sure that the farmers of Alberta will support the Ninth Victory Loan as they have supported the others to the utmost of their ability ..."**

*Geo. E. Lohusch*



ON BEHALF of the organization which I represent, I appreciate this opportunity of associating myself with the other speakers on this series. The war in Europe has ended in the complete defeat of Germany, and her unconditional surrender, the events of the last few weeks will command a special place in the pages of history. The successful conclusion of a task has been accomplished, which a few years ago seemed a forlorn hope... to the frightened nations who were caught unprepared for such a holocaust. It is right and proper that we should give thanks for the Victory in Europe. The end of the fighting lifts from the hearts of all those with kith, kin or friends in the services a heavy load of worry which is never absent, and which was borne so uncomplainingly and so silently. For the prisoners and the oppressed peoples of Europe, the hour of victory is also the hour of release from almost unendurable bondage and slavery. These above all, have cause for thankfulness and rejoicing... but as we rejoice, let no one forget to pay deep and solemn homage to the heroic dead and those who mourn for them. The magnitude of victory over Germany, is such that we almost feel that Peace has come again... but we must never forget—for even one moment—that the war has not yet come to an end. Victory in Europe thus far, was achieved by the co-operation of the United Nations... Victory in Asia will be won in the same way by co-operation, and the co-ordination of our efforts—military and otherwise. At San Francisco, the

delegates from the United Nations are working hard, and burning much midnight oil in their efforts to evolve a security organization which will assure to this war-torn world, an enduring peace. The one indispensable essential to the success of that Conference is co-operation. Co-operation is not a sentiment—it is a national and international economic necessity in the building of an enduring peace and also of a new order of society wherein the exploitation of man by man—or nation by nation shall cease. Surely, remembering the experience of World War One, and the years that followed, we shall not be content to carry on in the same stupid way which led only to war and destruction. NO!... We cannot do that, and we each and everyone, have a responsibility to see that this does not occur again. In the Co-operative Movement we have a Way of Life, which is different. And to all people of goodwill I say—support the Co-operative Movement—buy and sell co-operatively, and build for yourselves and your children. Do not waste time and energy in blasting the great cartels and monopolies... we have built them, yes, we've built every one of them by our support and patronage. Now is the time to resolve that in the future we shall build for ourselves—by supporting our co-operatives. There are forces at work today trying to divert the minds and loyalty of co-operatives—and there the danger lies in unorganized people. If the leaders of Co-operative organizations have not the support of a determined fighting membership behind them—when efforts are being made to take them into another camp—then all the progress that has been gained may be lost. Every Alberta farmer should realize the truth of this statement, and give his wholehearted support in every way possible to the Co-operative Movement. Join in with the Theme Song on this broadcast every day—live... act... and sing aloud—"WE ARE BUILDING UP THE CO-OP—IT'S THE ONLY WAY."  
—Thank you, Friends.

**"... the view we should take at this time is that it is our duty to invest every possible dollar in the Ninth Victory Loan ..."**

*Leo Jackson*



NORMAN F. PRIESTLEY  
General Manager  
U.F.A. Central Co-operative Association  
Limited

"... The facts are, that farmers as a class, along with wage earners, and people in lower salaried brackets have everything to fear ... if inflation comes. The surest way of avoiding this is for all good citizens to build up reserves. There is no better place to invest those reserves than in securities offered by the Dominion of Canada. ..."



# Norman Priestley

## SPEAKS ON A. L. C. VICTORY PROGRAM

**I**N ALL our hearts these days there is a deep current of gratitude and a great sense of relief that the deadly struggle in Europe, which has taken the combined efforts of all to carry on for five and a half terrible years, is now over.

Those of us who have not been on active service have had a big job on the home front. OUR job in one sense has only begun. We cannot rest from our work. We must go on and get ready to transform our wartime economy as soon as the war against Japan is also won, to an economy designed to provide necessities and amenities of our people.

It may be difficult for some to see what effect the co-operatives can have in changing the nature of the order we expect to see established after the war. It may be said that co-operatives are weak compared to the economic strength of other business interests and it has to be admitted that only a relatively small proportion of the nation's business is done through co-operatives. The facts are, however, that the minds of great numbers of people are open today as never before to the need of change in our economic and social arrangements. They fear a recurrence of times like the early thirties. On the other hand they have witnessed the steady growth of the co-operatives and have seen the principle of co-operation applied to more and more of our economic life. Marketing, buying, processing, saving, lending and servicing co-operatives have multiplied. They have gained financial strength. Numbers have been added by thousands in almost every province and state where co-operation had any start at all.

Then too, we have talked about democracy, much oftener than for a generation or more. We are not as inclined to take our democratic heritage for granted as we were.

We have seen great masses of people, who seemed to be on the way to self-government in the fullest and truest sense, surrender what they had achieved in that field and step back

centuries. Human liberty has come close to being lost and replaced by a new form of slavery. We are deeply conscious of the need of a constant building of the foundations of liberty in the minds and hearts of each succeeding generation. We are now acutely aware that the creation of democratic institutions is no guarantee of perpetuating democracy. All of these institutions can be swept away in a few short years after having taken centuries to build.

We have come to realize that democracy is not exercised at the ballot box only, for a few minutes once every four or five years. We see that it must begin at home where we live. We see that it has to do with our economic as well as our political life. We have come to realize in ever increasing numbers that we still depend too much on a few great leaders; that we are as yet not very far away from dominance by a small governing class. We know that for a nation to be great its people must be great and that greatness of that kind can be attained only through responsibility.

This is one of the reasons why people turn to co-operatives. Oh yes; we know that many patronize and join co-operatives in the expectation of immediate financial gain; and because they get more or less what they expect the idea spreads; but this is one field in which self and the community are both served. Co-operatives are strong in proportion to the number of people in them who understand and seek the wider and more ultimate benefits of working together. To watch the growth of co-operatives and see them gain in public acceptance and see them join hands across boundaries of class, creed, nationality and race gives one a great sense of achievement. In closing I can only say that I know of no field of effort in which there are combined to such an extent the ideal and the practical. Perhaps in the Co-operative Movement we have made a sufficient demonstration that we can say to those with their faces set towards a new world order: HERE is a better way.



J. E. BROWNLEE, K.C., LL.B.  
Vice-President  
United Grain Growers Limited

"... it is my own conviction that this Victory Loan merits even more serious thought and support than the eighth—which preceded it, if indeed that is possible. It is a loan for PEACE-TIME RECONSTRUCTION and not for WAR'S DESTRUCTION..."

# J. E. Brownlee

## SPEAKS ON A. L. C. VICTORY PROGRAM

A FEW weeks ago Canadians celebrated the successful conclusion of a long, grim war in Europe. Canadian farmers can look back over five years of that war with pardonable pride. In the organization for Victory they played a notable part. Called upon to produce food in abundance, they responded gallantly. Never in Canada's history has food production on a per capita basis been so high.

Two factors contributed largely to that result. The first was co-operation between the Government and the producer. Farm organizations were taken into the confidence of the Government. Marketing machinery was organized; prices were fixed; quotas established and production objectives determined. And be it said with pride that in the main those objectives were attained.

The other factor was the high proportion of the ultimate market price which the farmer received for his products. Whether or not during those years he received his fair share of the National income may still be a question. Certainly he more nearly approached that fair share than ever before.

That again is the fruit of co-operative effort. The competition of farm co-operatives in nearly every branch of production has assured him the maximum share of the sale price of his product. Yes! Among the forces contributing to Victory, co-operative effort has played a commanding part.

Today, hopefully but anxiously, the attention of the world is centred upon organization for peace—a peace that will do away with hunger and want and contribute to happiness, contentment and goodwill among men everywhere. Today, in San Francisco, the representatives of the Allied nations are seeking

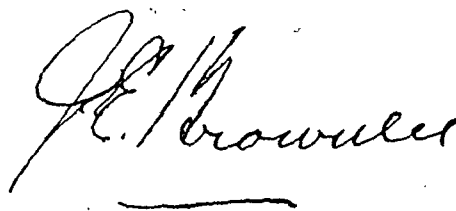
to frame the basic principles which will assure that peace. We pray for their success.

The Western Farmer has a vital interest in the success of that Conference. His way has always been the way of peace; these organizations have been founded upon the principles of justice and equality.

He has a high stake in the principles upon which reconstruction abroad and at home will proceed. He is concerned with the relationship between nations that will emerge; the freedom of trade; the place which Canadian Agriculture will hold in World Economy and the share of National income that agriculture may enjoy.

Confronted with these problems the individual by himself is helpless. But Co-operation may be a vital and living force in the organization for peace as it was in the organization for Victory; co-operation between nations; co-operation between the Government and producers, and above all co-operation between producers themselves.

To the farmers of Alberta, I express my profound conviction that your farm organizations, if strongly and loyally supported by you, may by their study of the play and trend of world forces, by their contracts with Governments and by their skill in handling your products, do much in the next decade or generation to build that better society for which you and I so earnestly pray.







**DONALD McLEOD**  
President, Alberta Wool Growers' Co-operative  
Association Limited

**T**HIS is the period when the inflation of prices can be expected to burst beyond its controls, unless we all keep our heads level and our pockets laced.

It was at this period following the last war that inflated prices soared into their final spiral. It was following this period that they dropped with such swift flatness that the whole farm community was left dazed and in semi-bankruptcy. Yes, we farmers got \$2.80 a bushel for our wheat, but we paid \$8.00 a sack for flour; we got 23c a pound for our hogs, but spent more than half the price of a hog for a slab of bacon. We got \$100 for a cow, but that amount was hardly enough to supply the family with winter footwear.

Today, with the war now over, controlled prices for farm products, like most other products, still rules. Today's price control well nigh abolishes the possibilities of wildcat farm investments and unwise purchasing of farm and household improvements. It is essential that this control continue until the nation's supply equals the nation's demand. It is obvious that this is not possible for some time. Rehabilitation is a slow process because it's a tremendous undertaking.

Industrial and commercial concerns are now faced with reconversion to peacetime

industry. More than two million Canadians are now in the period of re-adjustment from war front and home front activities to peacetime normalcy. Stocks of goods in the warehouses and on the store shelves must first be replenished before people can buy what they want.

It is estimated on good authority that all this will take at least eighteen months.

Yes, it will take at least eighteen months provided that we as individuals do not stand in the pathway of its progress. Our failure to comply with appeals for patience and financial support will disrupt the entire plan. The disruption **could** create a repetition of the booming 20's followed by the disastrous 30's.

The extent to which this will happen, if at all, depends primarily upon the commonsense post-war planning and action of every Canadian—and we farmers constitute the largest percentage of the population.

If we indulge in an orgy of spending too early in the post-war period, we play directly into the hands of post-war inflation and subsequent depression. If we continue our wartime course of wise planning and moderate spending we will lessen or probably nullify the economic slump that is rearing its head because of social, and economic post-war re-adjustment.

**Increasing** rather than **decreasing** your war savings will serve in your favour in the near future. You may be tempted to buy second-hand machinery or anything else now, at exorbitant prices which will make you feel foolish a year hence when a better and brand new machine will be available for less money.

Your duty to Canada and to yourself still calls for restraint and common sense.

Your continued maximum investment in Victory Bonds will automatically help you refrain from the temptations of unwise spending in this crucial post-war period of re-adjustment. That is why you have been given the privilege of investing in the Ninth Victory Loan—the best investment Canada can offer.

**"... Remember the 20's and 30's? This is the period when the inflation of prices can be expected to burst beyond its controls, unless we keep our heads level and our pockets laced. The Ninth Victory Loan is the best investment Canada can offer ..."**

THE NINTH Victory Loan, which opens on October 22nd, is Canada's biggest Victory Loan, measured in dollars. But it is also Canada's greatest Victory Loan, measured by its aims and purpose. All preceding loans were for the single purpose of winning the war, and most of the money raised was by necessity to be used for actual war needs, which meant for destruction. This time we are being asked for money with which to win the peace.

While slogans, such as "Winning the Peace" have certain value in connection with Victory Loan Drives, there is a danger, that one may hear such slogan so often that it may fail to impress us with its simple meaning. Let us then stop for a moment and examine just what is involved in the goal we are now setting ourselves, that of winning the peace.

It has been said, that knowledge and understanding must precede action and demonstration. If we possess that knowledge and understanding of what the NINTH VICTORY LOAN is needed for, we need not fear the outcome. We may then be assured that this loan, as all previous loans, will certainly "Go over the top."

For the first time we are raising money that will be used entirely for reconstruction, and not for destruction. This, in itself, should be a mighty source of satisfaction to us all. No one can help but wish to be in on this to the limit of his ability. Every true Canadian will want to do his share in bringing back the boys as soon as possible. These were the boys who made it possible that this loan be used for "WINNING THE PEACE." We must give the best of care to those who come back sick and wounded, and restore their health. We must provide them with jobs and incomes, so that they may, in the shortest possible time feel that they again may live as ordinary citizens of their homeland and enjoy the blessings of a healthy normal life, such as we were able to do during these last six years.

A large part of this loan will be used for relieving distress and hardships in war-tormented countries. Some of these countries must be given money with which to buy even the most meagre necessities of life. Surely, there will be no peace on earth with some people living amidst plenty, while others are starving.

Among my listeners will be a great many,



MR. C. TOPPENBERG  
Manager  
Southern Alberta Dairy Pool Limited

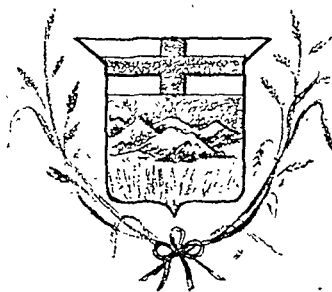
who, like myself, are Canadians by choice. We came to this country of our own will, and found it a good place to live. We are proud of our Canadian Citizenship, and we also love the country of our birth. We have, most of us, over there, beloved relatives, and we know that they look to us for help. As good sons and daughters of the countries from where we came, and as good Canadians today, there can be only one reaction to this call among us. WE WILL DO OUR SHARE!

Co-operation won the war, co-operation among peoples and nations. Only through co-operation, can we hope to win, and keep the peace. As a servant of the co-operative movement for many years, I have had ample opportunity to learn what co-operation, the WORKING TOGETHER, can accomplish. No task is too great, if we have the will to succeed. Was this fact not fully demonstrated during the war years? Let us then apply this philosophy in our daily way of living, and in solving all our problems. And, more particularly, let us apply it in the case before us. Let us remember that one of the fundamental rules of the Co-operative movement applies indeed here: NEVER TO LET YOUR FELLOW MAN DOWN. Give him a friendly hand and do it in this case by SIGNING YOUR NAME FOR VICTORY.



BEN S. PLUMER  
President,  
Alberta Wheat Pool

"... nearly six years of war has caused death and destruction on an unprecedented scale. A new and changed world is bound to emerge after such a long period of dislocation. YOU can help to build this, by doubling the amount in your Victory Loan investment . . ."



# Ben Plumer

## SPEAKS ON A. L. C. VICTORY PROGRAM

IT IS the belief of co-operatives that the only path to prosperity and peace is the path of equality, of co-operation and of human brotherhood. More and more the public mind is coming to realize that co-operation must develop in place of competition in order to prevent conflict and bring about a fairer and more equitable distribution of wealth.

There is in the human spirit an irresistible urge to survive and go onward. That is why we are looking forward towards the expansion of the co-operative movement. There is not a single co-operative organization in the province of Alberta which cannot be made into a thriving energetic business, rendering invaluable service to its members if that membership will exhibit the required interest and loyalty to the enterprise. There are many splendid and enthusiastic co-operatives in Alberta doing a useful and necessary job. Their success should be an inspiration to others. By diligent and energetic effort the farmers of Alberta can achieve a remarkable degree

of economic security and overcome many of their difficulties by joining together in co-operative effort.

The unit of co-operative organization is the individual. The quality and extent of co-operative achievement are dependent upon the individual co-operative intelligence and activity. Such being the case, it is obvious that co-operative organizations must grow from the bottom upward.

Co-operative business alone, no matter how successful, cannot and will not build a co-operative spirit and without that spirit the movement cannot progress. Without that impulse in fusing and determining the actions and thinking of its members, the co-operative resembles private business established and operated for profit alone. But with that spirit the co-operative is transformed into an economic and social power within its own community. It will become the mainspring of justice and the bond of all society.



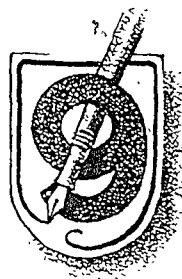
ELLIS JOHNSTONE  
General Manager,  
Central Alberta Dairy Pool.

## SUPPORT THE 9th VICTORY LOAN

... for there's Joe and Jim and Jack  
and we've got to bring them back ...

WE'VE GOT ANOTHER BOND

TO BUY . . .



# J. B. Browne

## SPEAKS ON A. L. C. VICTORY PROGRAM

MANKIND is now finding the great task of making a reality of the objectives for which the war was fought, of giving to all men in all lands assurance of peace, liberty and economic security. Great changes must be made if those objectives are to be attained and we co-operators of Western Canada must do our full share in effecting those changes.

We could never have won the war if we had not co-operated in the great task. To win the peace co-operation is essential. And no form of co-operation will be so effective in winning the peace as that very real and tangible form in which we of the co-operative movement are engaged, namely, the provision for ourselves, and of all who join with us, of service at cost in purchasing the goods we need and in marketing our farm produce.

In the organization which I represent we have set ourselves the task of establishing co-operative distribution of farm machinery.

The margin between the farmer's total costs of production, and the total of the prices they receive for their produce, provides the life blood of our Western Economy. In ensuring the maintenance of a reasonable margin between those costs and prices it is essential that implement prices be corrected. Machinery constitutes one of the major items in the farmer's costs of production and government investigations have demonstrated conclusively that wasteful distributive methods have been largely responsible for the delivered prices of machinery being higher than was justifiable. Those government inquiries recommended establishment by the farmers of a machinery co-operative as the best means of effecting economies in distribution with resultant lowering of prices.

The farmers of Saskatchewan and Manitoba have joined this co-operative by the thousands. Already they have subscribed by way of share capital and loans over three-quarters of a million dollars. The farmers of Alberta now that our campaign is under way in this Prov-



J. B. BROWN  
President,  
Canadian Co-operative Implements  
Limited

inces are joining up as rapidly as their neighbors in their sister provinces and already have subscribed over \$90 000. The Alberta farmers have always led in all forward effort and there is no doubt they will soon be leading the other provinces in support of C.C.I.L.

The leaders of this co-operative do not underestimate the magnitude of the task undertaken. But we will proceed, and we ask all our brother farmers to proceed in the task with us, in the spirit of the greatest utterance of that most courageous of men, Franklin D. Roosevelt, "Fearing nothing but fear itself."

This is the keynote for all the world in the days that lie ahead. This especially is the spirit in which all co-operators should approach the future. For the hope of mankind lies in working together—in voluntary economic co-operation. Pious hopes and thinking are futile and foolish. Let us proceed to build that new and better world of which we are now laying the foundations of that better world brick by brick in the form of co-operative enterprises.



# Mrs. Winnifred Ross

## PRESIDENT, U. F. W. A., TAKES PART IN A. L. C. VICTORY PROGRAM

IT IS, I think, generally acknowledged that the social and spiritual problems of the rural districts cannot be solved without the aid and sympathy of the rural women and if I were to give you but one of the important works which the United Farm Women have done it has been in keeping before our people a certain amount of idealism holding before them ideals not only along the line of education but a higher plane of citizenship in all its branches. I think few people realize the tremendously important part the co-operative idea, the co-operative movement has played in the development of the people. It has within it the means of doing a great deal more, not only along economic lines. It is the spirit that will carry our people forward to better citizenship and eventually write Peace for a war-weary world. Just as there is sufficient power going to waste in our rivers, which if used, would revolutionize living in Alberta, we have social power going to waste in the rivers of unthinking custom, which if guided by the spirit of co-operation could alter the whole course of civilization. Someone has said if the campaign for rural progress is to be a success, its work must be carried out, not by the use of costly equipment, but by personality, not by institutions, but by friendships, not by highly paid officials but by enlisting volunteer service, not by patronage and coddling, but arousing and directing people's own sympathies. Women who have disparaged over the fact that as individuals working here and there to better community conditions, they could do little, have found that immediately they attacked these problems as an organized group, with a spirit of unselfish co-operation, they could accomplish things they never dreamed of.

Thus the United Farm Women have for more than twenty-five years been coming together in their locals, to discuss together their common social problems, to clarify and define their common social goals, whether it be edu-

cation, health, legislation, economics, or the planning of a community centre. They may want to start a Credit Union, to make a survey of the local health situation—or they may want to study the findings of the San Francisco Conference. We might want to go back and make a study of the findings of the United Nations Conference on Food and Agriculture at Hot Springs, Virginia, in 1943, at which conference, among other things, it was agreed that all countries should study the possibilities of the further establishment of producer and consumer co-operative societies. Also, it was at this conference that for the first time in history the relation of food and its nutritional value was given consideration which may have such far-reaching effects on agriculture.

It is imperative that all co-operators realize that they cannot expect to partake of all the good things of co-operation without assuming their fair share of responsibility.

What the future has in store no one can say. But that we are to enter on a period of uncertainty few will deny. In the swirling confusion of a world adrift men will seek for something stable and solid to cling to, something which will bring men of goodwill together rather than further divide them. In the field of economics today no institution is so qualified for that difficult role as the Co-operative Movement. Genuine co-operators will want to preserve and strengthen their movement for the great tasks that lie ahead.

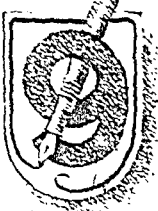
Because it not only stands for peace, but is founded on a body of principles the application of which creates the conditions for peace, nothing must be allowed to interfere with the natural development of our Co-operative Movement.

*Winnifred Ross*



MRS. WINNIFRED ROSS  
President, U.F.W.A.

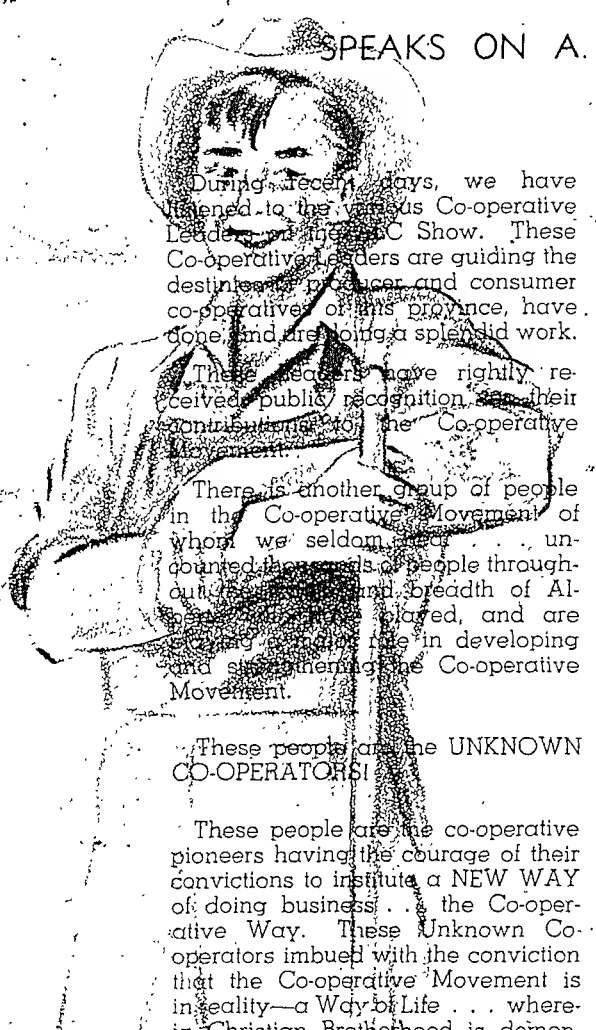
... I have a very vivid remembrance of what happened after World War One ... when after the Armistice, prices began to soar—\$8.00 for a bag of flour, sugar 25c per pound, 42c for a pound of lard, and eggs ... priced at \$1.00 per dozen. The war has been won, yes, but we have another battle to win ... the war against inflation. As farmers, we need to buy bonds to create a sound financial reserve to protect our business ..."





# the Unknown Co-operator

SPEAKS ON A. L. C. RADIO PROGRAM



During recent days, we have listened to the various Co-operative Leaders on the A. L. C. Show. These Co-operative Leaders are guiding the destinies of producer and consumer co-operatives of this province, have done, and are doing a splendid work.

These leaders have rightly received public recognition for their contribution to the Co-operative Movement.

There is another group of people in the Co-operative Movement of whom we seldom hear. . . . uncounted thousands of people throughout the province and breadth of Alberta are engaged, and are playing an important role in developing and strengthening the Co-operative Movement.

These people are the UNKNOWN CO-OPERATORS!

These people are the co-operative pioneers having the courage of their convictions to institute a NEW WAY of doing business . . . the Co-operative Way. These Unknown Co-operators imbued with the conviction that the Co-operative Movement is in reality—a Way of Life . . . wherein Christian Brotherhood is demonstrated.

The thought that this ideal can be applied to our everyday living to make a better world, has been ample remuneration for the personal time and money spent in furthering the Co-operative Movement by these Unknown Co-operators.

Let us, for a moment, turn back the pages of Co-operative history in

Alberta.

Years ago, the farmers of Alberta became convinced that the only method whereby they could receive a more equitable return in the marketing of their grain, was by the formation of a co-operative grain-handling system. The Line Elevators of that time, virtually held a monopoly in the handling of the farmer's grain.

Regardless of criticism, ridicule and the magnitude of their task that lay before them, thousands of Unknown Co-operators spent their time, and their money to organize co-operatively.

Due to the foresight of these countless thousands of Unknown Co-operators, the farmers of Western Canada, now own and control the largest grain handling facilities in the world.

These facilities are, of course, operated, not for profit, but for service at cost.

Today, these co-operative grain elevators stand as a bulwark, protecting Canadian farmers . . . a monument to the vision and courage of the many thousands of Unknown Co-operators throughout the west.

Let us turn another page in the Album of Alberta Co-operatives.

The dairy farmers of Alberta were not satisfied with the existing marketing facilities a few years ago. The farmer was not receiving a fair share in the marketing of his dairy products—milk, cream and butter.

Again, thousands of co-operatively-minded farmers, most of them unknown to the Co-operative Move-

ment, had the courage of their convictions, build their own milk condensary—and their creameries.

Again, the operations of these dairy co-operatives are for service and not for profit. These plants too, stand as a monument to the Unknown Co-operators throughout the province, and also stand as an economic insurance policy against exploitation.

In more recent years, the Poultry Producers of Alberta have organized their own Co-operative marketing facilities—Alberta Poultry Producers Limited—the largest of its kind in Canada. Farmers were not receiving their fair share in marketing their eggs and poultry, and as a result of organizing co-operatively, today they have an organization that is returning to the producer the share that is rightly his.

The Alberta Poultry Producers Limited is operated for service and not for profit—another monument to the Unknown Co-operators of this province.

A number of years ago, the livestock producers of Alberta set about the task of gaining a more equitable return from their sale of livestock. Thousands of co-operatively-minded producers, organized their own local livestock co-operatives. These co-operative organizations in turn, own their Central Selling Agency, Alberta Livestock Co-operative Limited (which today is better known as the A.L.C.). These thousands of co-operative livestock producers, most of them unknown to the Co-operative Movement, have now an organization they can depend on to give them efficient service at cost. The A.L.C. is the largest Livestock Marketing organization of its kind in Canada.

Other Co-operative organizations are doing a splendid work in building the co-operative ideal in their particular line of endeavor are the Alberta Seed Growers, Wool Growers, Sugar Beet Growers, Honey, Crops and Vegetable Growers' Co-op. Still others are developing in various branches of industry.

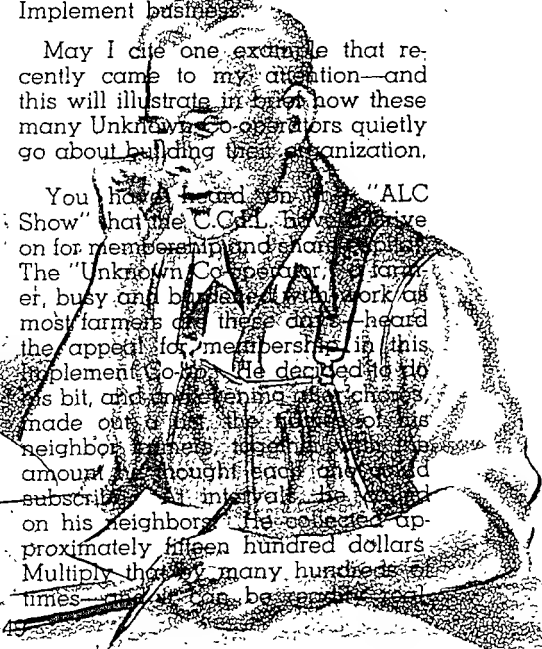
Since the time Western Canada was first opened to agriculture, farmers have been deeply concerned with the unwarranted high cost of farm machinery.

Some years ago—in fact, not so many years ago, a Government Commission investigated the high cost of farm machinery. Following this investigation, the Government Commission came to this conclusion . . . that if the farmers of Western Canada could expect any permanent protection against the high cost of farm machinery, the farmers themselves would have to organize their own machinery co-operative. The abnormally high cost of farm machinery, of necessity has contributed to a lower standard of living for the farmer down through the years, and realizing this fact, upon the advice and suggestion of the Government Commission, the Co-operative-minded Farmers, the Unknown Co-operators of Western Canada—set about organizing their own machinery co-operative, slated to be one of Canada's largest farm co-operatives—Canadian Co-operative Implements Limited, or the C.C.I.L.

These many Unknown Co-operators mean business—Co-operative Implement business.

May I cite one example that recently came to my attention—and this will illustrate in brief how these many Unknown Co-operators quietly go about building their organization.

You have heard of the "A.L.C. Show" that the C.C.I.L. have on for membership and share sale. The "Unknown Co-operators" farmer, busy and busy with work as most farmers are these days, heard the appeal for membership in this Implement Co-op. He decided to do his bit, and in the evening of the show made out a list of the names of his neighbors who were interested. The amount he thought each neighbor would subscribe at intervals of \$10.00 on his neighbors. He collected approximately fifteen hundred dollars. Multiply that by many hundreds of times—and you can be sure that the



ized and appreciated the tremendous part the Unknown Co-operator plays in the development of the Co-operative Movement.

It's Bob, George, Harry, Bill, Frank and Joe . . . that make the Co-operative Movement all-embracing. The principles can be applied to every phase of our economic life.

Just as thousands of Unknown Co-operators have built their producer organizations in Alberta . . . countless numbers of Unknown Co-operators in hundreds of communities have also been building their local consumer co-operatives. Many started as co-operative buying clubs, others have grown into large co-operative departmental stores, owned and controlled by the people.

The "Co-op Store"—organized for service, and not for profit, is the medium to which co-operatively-minded consumers in this Province are turning to gain some measure of control over expenditure—or what we have to pay for consumer goods. Today, thousands of Unknown Co-operators in Alberta are quietly investing in their own economic future by organizing their own local co-operative stores—to service themselves with their own consumer

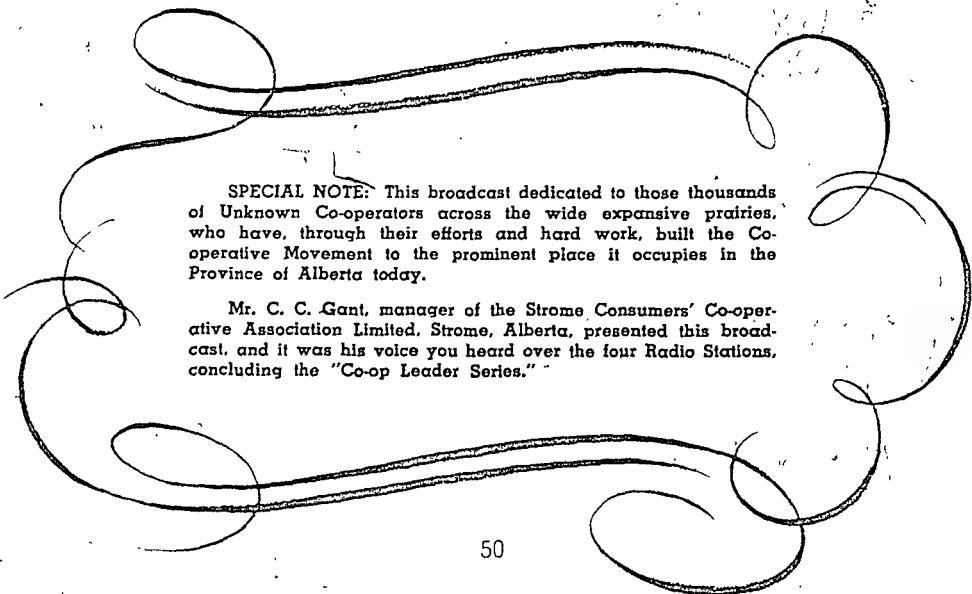
needs.

In San Francisco, a plan for world security and peace will evolve. With over a century of co-operative experience behind us, with a membership of millions of Unknown Co-operators throughout the world, we pray that this world plan for security and peace will also include the elimination and abolishment of racial exploitation and international economic strife.

This concept has been the concept of the Co-operative Movement all the world over—that core is the consciousness that the solution of individual problems can better be achieved through common co-operative effort.

The known, and unknown co-operators of Alberta, together with the Co-operators of All Canada and the World have as their common objective—to bring about a co-operative economic economy from which the peoples of all nations will have peace on earth and goodwill towards men.

The Co-operative Movement today is becoming a vital influence in returning economic democracy to the people; it is the TORCH THAT WILL LIGHT THE WAY.



**SPECIAL NOTE:** This broadcast dedicated to those thousands of Unknown Co-operators across the wide expansive prairies, who have, through their efforts and hard work, built the Co-operative Movement to the prominent place it occupies in the Province of Alberta today.

Mr. C. C. Gant, manager of the Strome Consumers' Co-operative Association Limited, Strome, Alberta, presented this broadcast, and it was his voice you heard over the four Radio Stations, concluding the "Co-op Leader Series."



# VJ Day Program

THIS DAY—after more than five years of bloody and bitter struggle—a war of human carnage unparalleled in history—HAS CEASED.

WORLD PEACE HAS BEEN DECLARED.

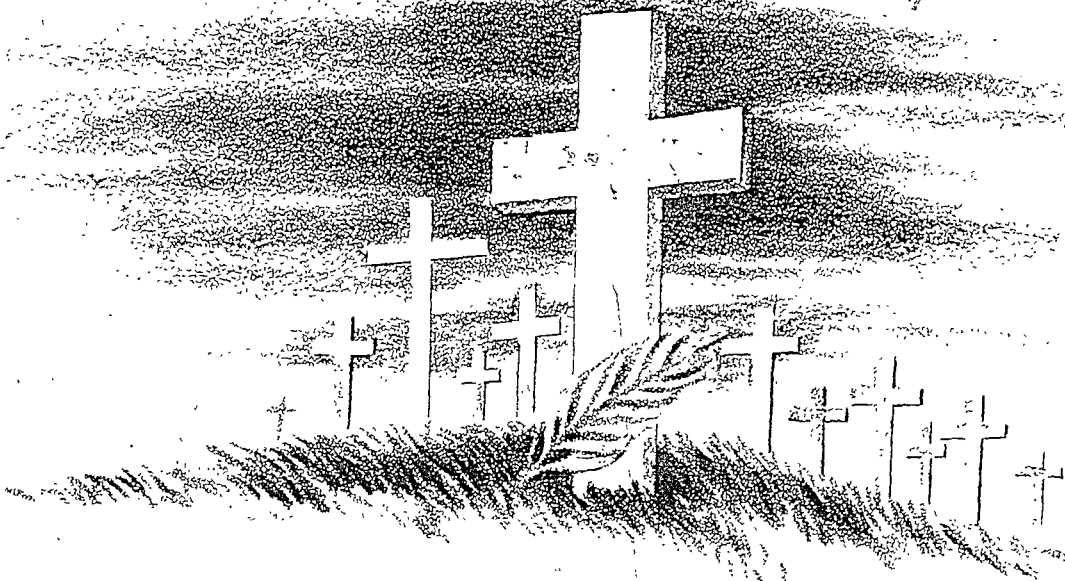
This is a special presentation of "THE A.L.C. SHOW" on behalf of the CO-OPERATIVE MOVEMENT IN ALBERTA.

THIS DAY—let us, as individuals, co-operators, groups, nations and races—with diligence—and intelligence, seek, find and nurture the just—and continuation of efforts begun in 1918—the effort to DESTROY forever the seed of wanton human

slaughter—and with the guidance of God—establish in reality the ideal of—

**UNCONDITIONAL PEACE  
ON EARTH**

WORLD PEACE HAS BEEN DECLARED . . . yes, the moment came for incorruptible supreme equity. Probably the principles and elements upon which depend the regular gravitations in the normal order—began to murmur. Reeking blood, overcrowded cemeteries—weeping mothers—these are formidable pleaders . . . When the earth is suffering from a surcharge—there are mysterious moanings from the deep—which the heavens hear.



# *This is our Prayer*

"Oh God, we praise Thee for the dream of the Golden City of Peace and Righteousness—which has ever haunted the Prophets of humanity. Speed now the Day—when the plains and the hills and the wealth thereof shall be Thy people's own . . . and Thy freemen shall live on Earth—which Thou hast given to all. When no babe shall be born without its equal birthright in the riches and knowledge wrought out by labour of the ages; and when the mighty engines of Industry shall throb with a gladder music—because the MEN WHO PLY THEM shall be their OWNERS and MASTERS.

"Oh God, Thou hast called Thy People to Freedom . . . but we are still withholding from men their share of the common heritage without which—freedom becomes a hollow name. The Christ has kindled within us a passion for brotherhood—but the social life we have built denies and slays brotherhood.

"We pray to revive in us the hardy spirit of our forefathers—that we may establish and complete their work—building on the basis of their democracy the firm edifice of a Co-operative Movement—in which both

Government and Industry shall be—  
OF THE PEOPLE—BY THE PEOPLE  
—and FOR THE PEOPLE.

"May we who now live . . . see the oncoming of the Great Day of God—when all men shall stand side by side in equal worth and REAL FREEDOM—all toiling and all reaping — Masters of Nature — but BROTHERS OF MEN . . . exultant in the tide of common life—and jubilant in the adoration of Thee—the source of their blessing—and the Father of all."

THIS DAY—will live in our memory—

THIS DAY — a new page in  
WORLD HISTORY commences —  
and . . .

"The moving finger writes; and  
having writ,

Moves on; nor all your piety  
nor wit

Shall lure it back to cancel half  
a line—

Nor all your tears wash out a  
word of it."

# Lest we Forget —

"The sun has not yet gone down—and the sullen roar of the retreating battle was still heard in the distance. The soldier mounted his horse to ride over the field which was strewn with the wounded and dead . . . the horror of the scene no imagination can depict . . . an autumnal storm had again commenced—the clouds hung low and dark in the gloomy sky—a cold and chilling rain drenched the gory ground, and the wounded struggled with convulsive agony—in beds of mire."

"A violent wind moaned through the sombre firs and pines of the north—villages converted into heaps of blackened and smoldering ruins—deformed the plain."

"Everywhere was to be seen only the aspects of ruin, misery and death . . . soldiers, blackened with powder and spotted with blood were wandering over the field, picking up the mutilated bodies of comrades—in which life was not extinct—seeking for food—in the haversacks of the dead. No songs of Victory were heard . . . no shouts of Triumph—great numbers of the wounded were found in the ravines and gullies—where they had dragged themselves to escape the tempest of shot . . . the trampling of iron hoofs—and the crush of artillery wheels . . ."

"Mutilated, horses — maddened

with pain—limped over the ground—or reared and plunged in dying agonies. Men—the sons, brothers, husbands, fathers and sweethearts of women . . . wretched victims of the strife—lingered upon the ground—deluged by the cold storm for many days and nights before they were found. Not a few must have perished from the prolonged agonies of . . . starvation . . . some of the wounded were seen straightening a broken limb—by binding a branch of a tree tightly against it—and then—with the fractured bones grating—hobbling along in search of help."

"A soldier was found alive . . . and actively conscious—with both legs and one arm shot off . . .

"A wounded soldier lived several days on the carcass of a horse . . . his only food was what he gnawed from the inside of the animal . . .

"IT IS A DUTY to record these revolting details—that WAR MAY BE SEEN IN ITS TRUE ASPECT.

TODAY—WORLD PEACE HAS BEEN DECLARED—the World—will remember.

## THE LAST POST.

This has been a special presentation of the ALC Show on behalf of the Co-operative Movement in Alberta.



## THE ROCHDALE PRINCIPLES

These principles govern the operation of all genuine Consumer Co-operatives.

1. Open Membership.
2. One Member, One Vote.
3. Limited Interest on Shares.
4. Refund on Purchases.
5. Cash Business.
6. Political and Religious Neutrality.
7. Constant Education.
8. Continuous Expansion.

These principles apply with equal importance to all genuine Producer Co-operatives.

Sign YOUR name  
to Victory!



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EDMONTON, ALBERTA

# The Essence of Cooperation

Cooperation is the only way to achieve the highest good for the greatest number of people. It is the only way to build a better world for ourselves and for our children.

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Alberta Cooperative Development

Calgary

Telephone 242-1111